

Fig. 1A

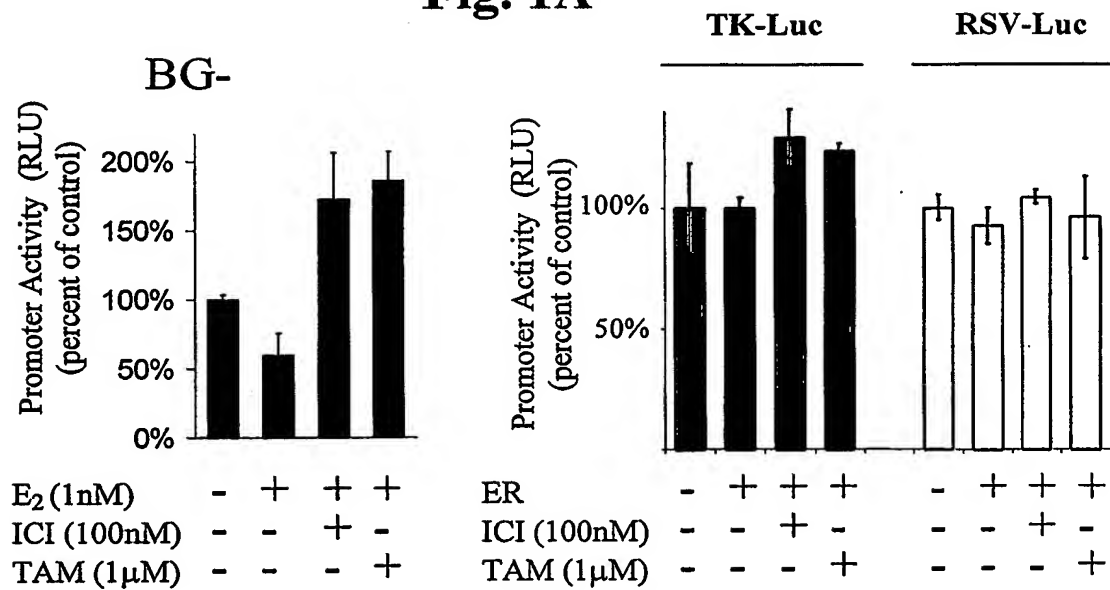
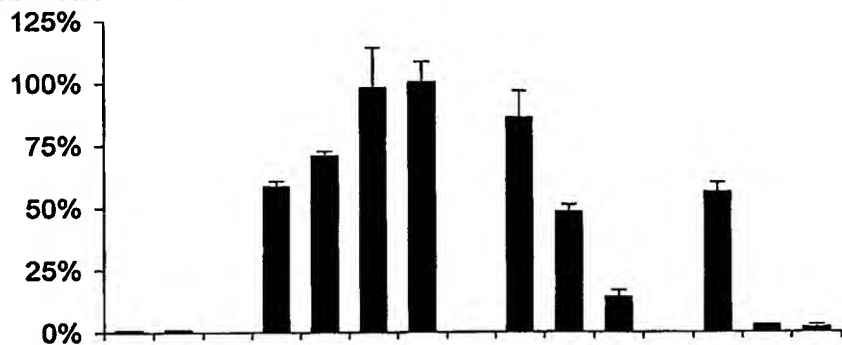


Fig. 1 B

Fig. 1C

**ERE<sub>2</sub>E1b-Luc**

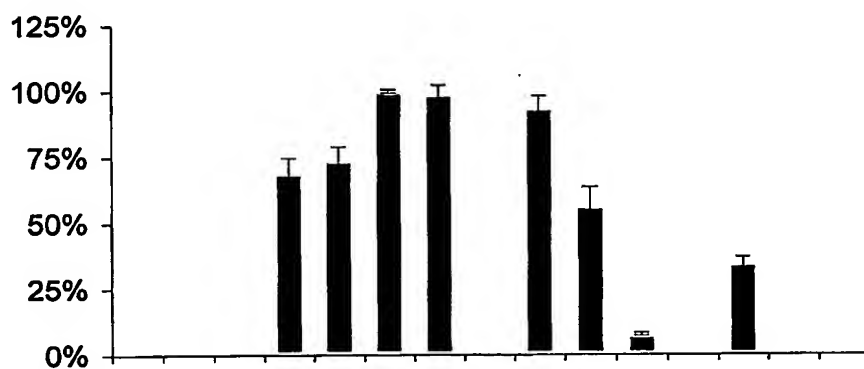
ACTIVATION of  
ERE<sub>2</sub>E1b-luciferase  
(percent of maximum)



ER plasmid	-	-	+	+	+	+	+	+	+	+	+
E <sub>2</sub> (nM)	-	1.0	-	0.1	1.0	10.0	1.0	1.0	1.0	1.0	1.0
Tamoxifen (μM)	-	-	-	-	-	-	0.01	0.1	1.0	-	-
ICI 182,780 (μM)	-	-	-	-	-	-	-	-	-	0.001	0.1

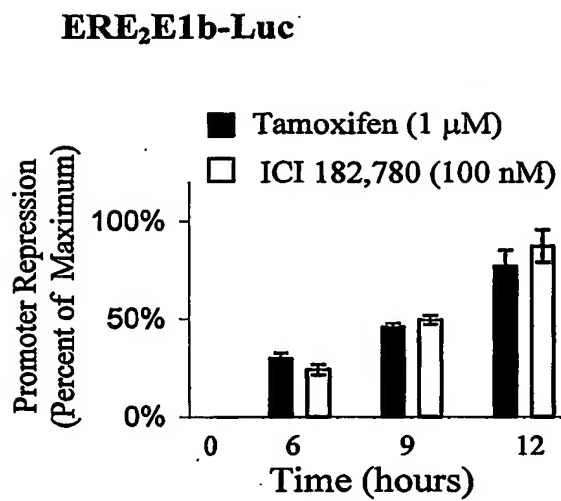
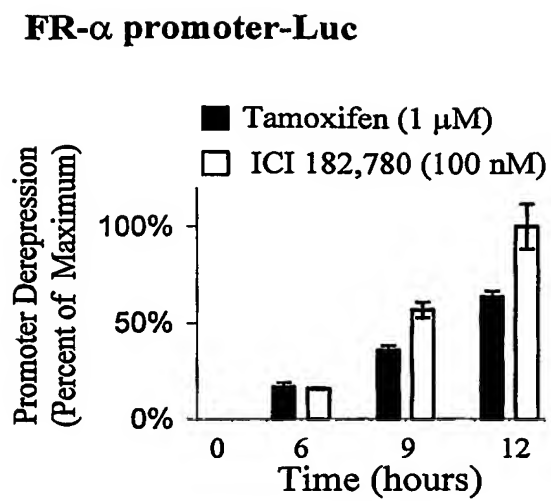
**Fig.2A****FR-α-Luc**

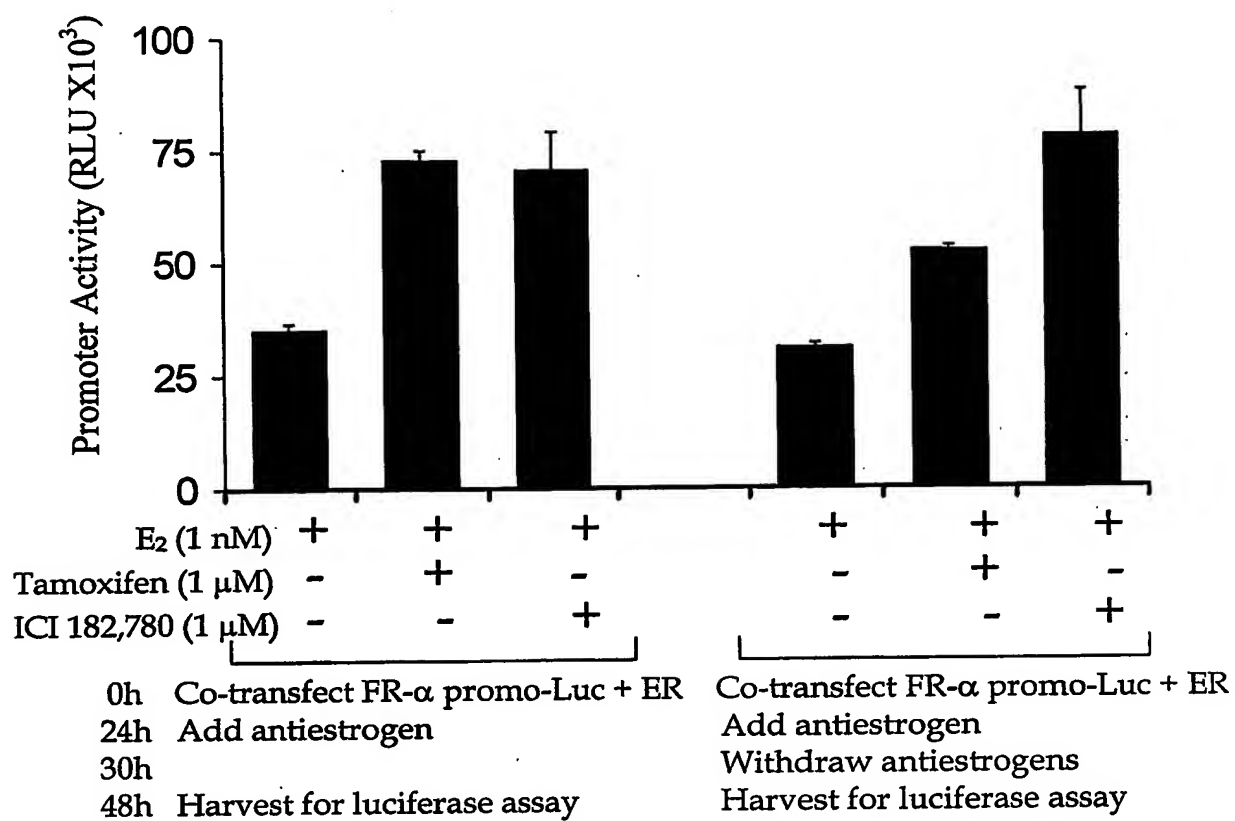
REPRESSION of  
FR-α promoter-luciferase  
(percent of maximum)

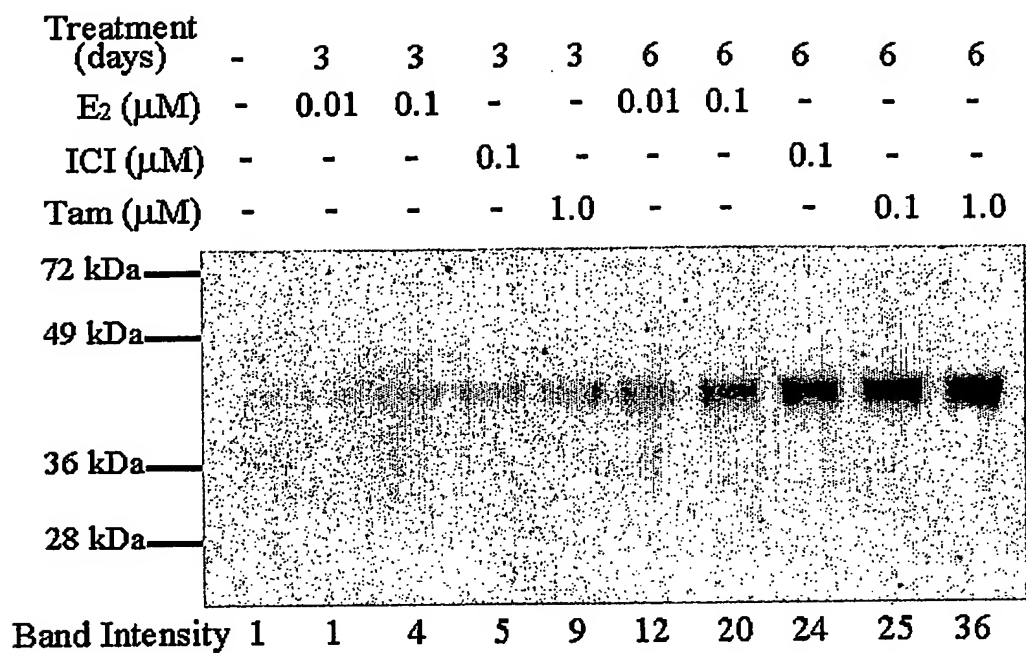


ER plasmid	-	-	+	+	+	+	+	+	+	+	+
E <sub>2</sub> (nM)	-	1.0	-	0.1	1.0	10.0	1.0	1.0	1.0	1.0	1.0
Tamoxifen (μM)	-	-	-	-	-	-	0.01	0.1	1.0	-	-
ICI 182,780 (μM)	-	-	-	-	-	-	-	-	-	0.001	0.1

**Fig. 2B**

**Fig. 3A****Fig. 3B**

**Fig. 4**

**Fig. 5**

AP-1-like site

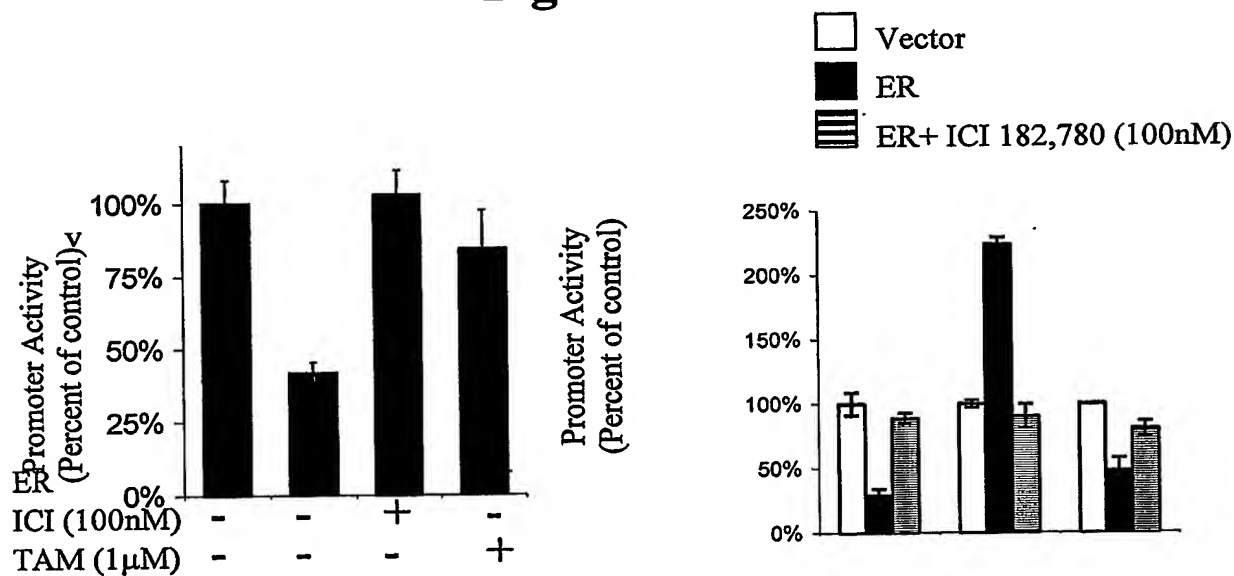
-175 GTGACCACCTGGAGAAGGCAAT**TGAGGCTCAAGCCA****GGGAG**

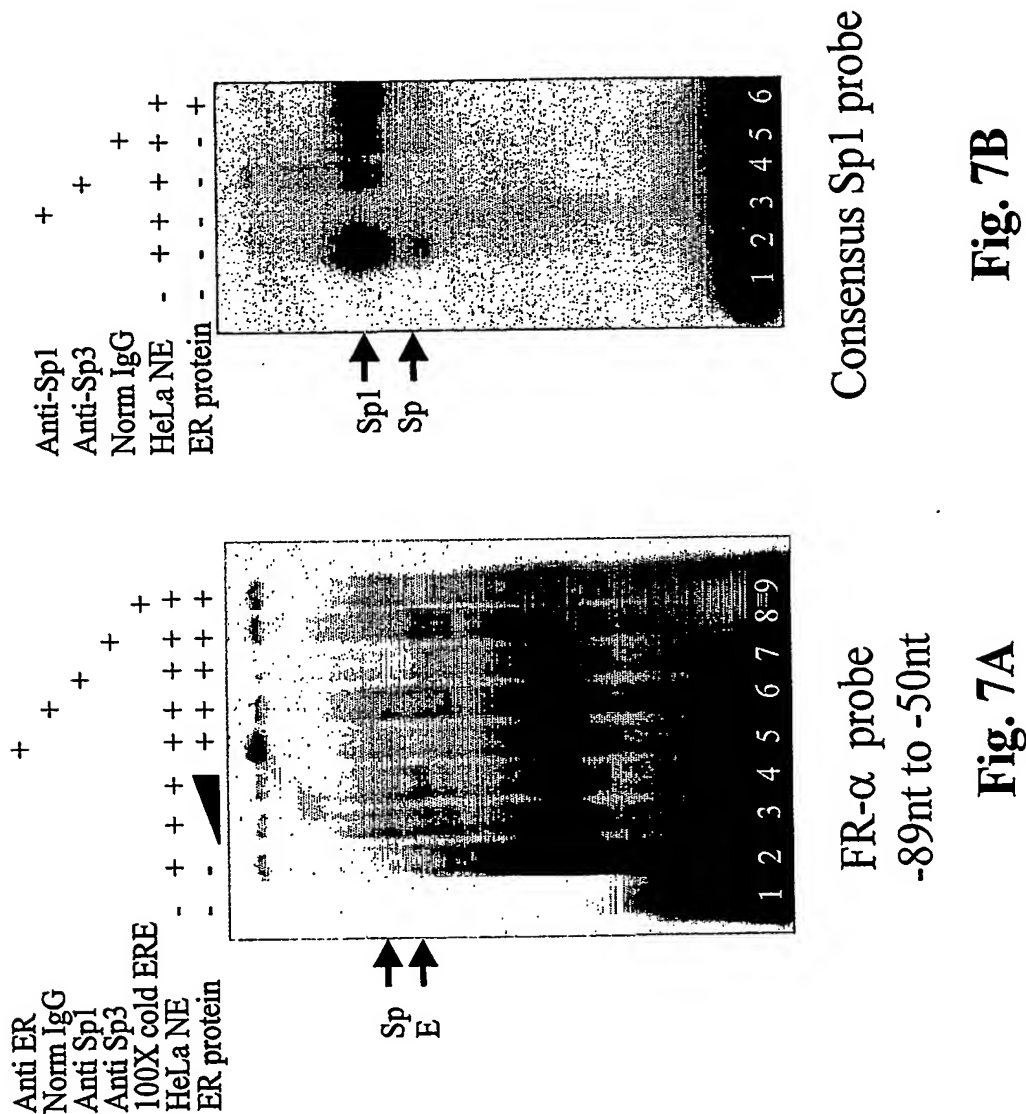
-135 **GGGTGGT**GTCTAATCCTACCTTTTCATTGGATCTGGGAAAA

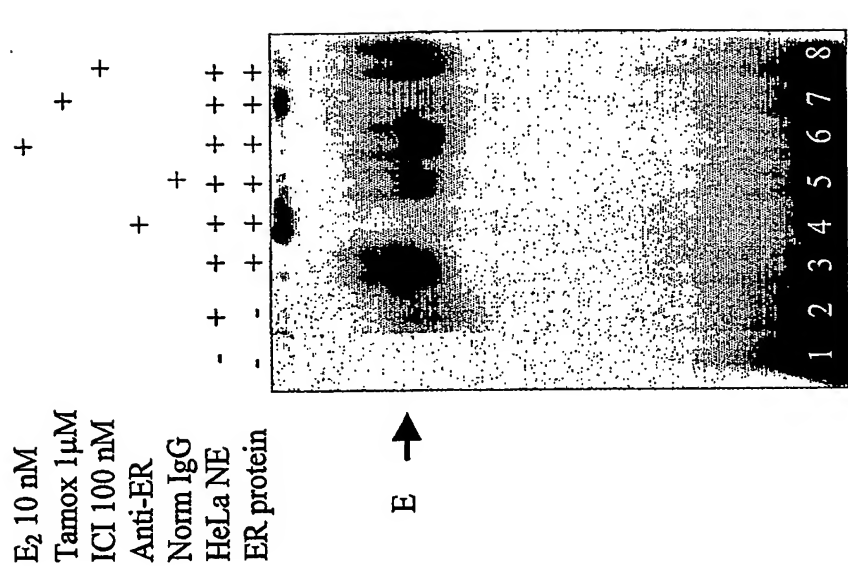
-95 CTGAGGGAGAT**GGGGGCA****GGGCT**CTATCTGCCCCAGGCTT

-55 CCGTCCAGG**CCCCACCC****TCT**GGAGCCCTGCACACAACCTT

-15 AAGGCCccacctccggttcttgggtgccactgaccacagctctttcttcagggacagacatg

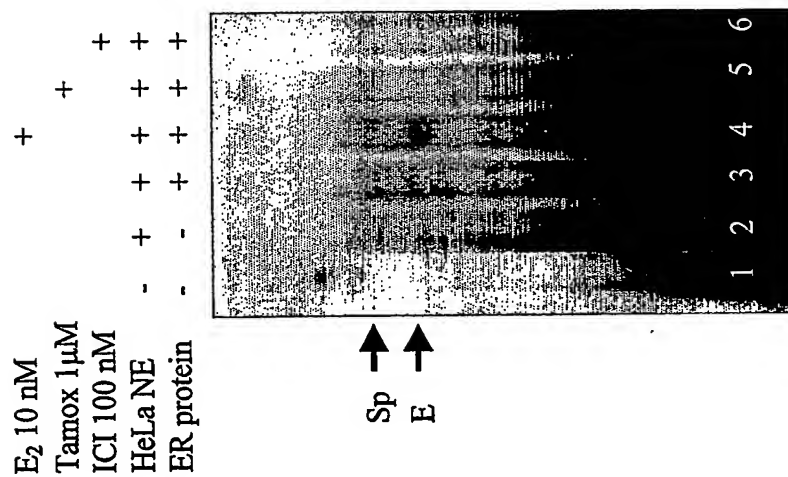
**Fig. 6A****Fig. 6B****Fig. 6C**





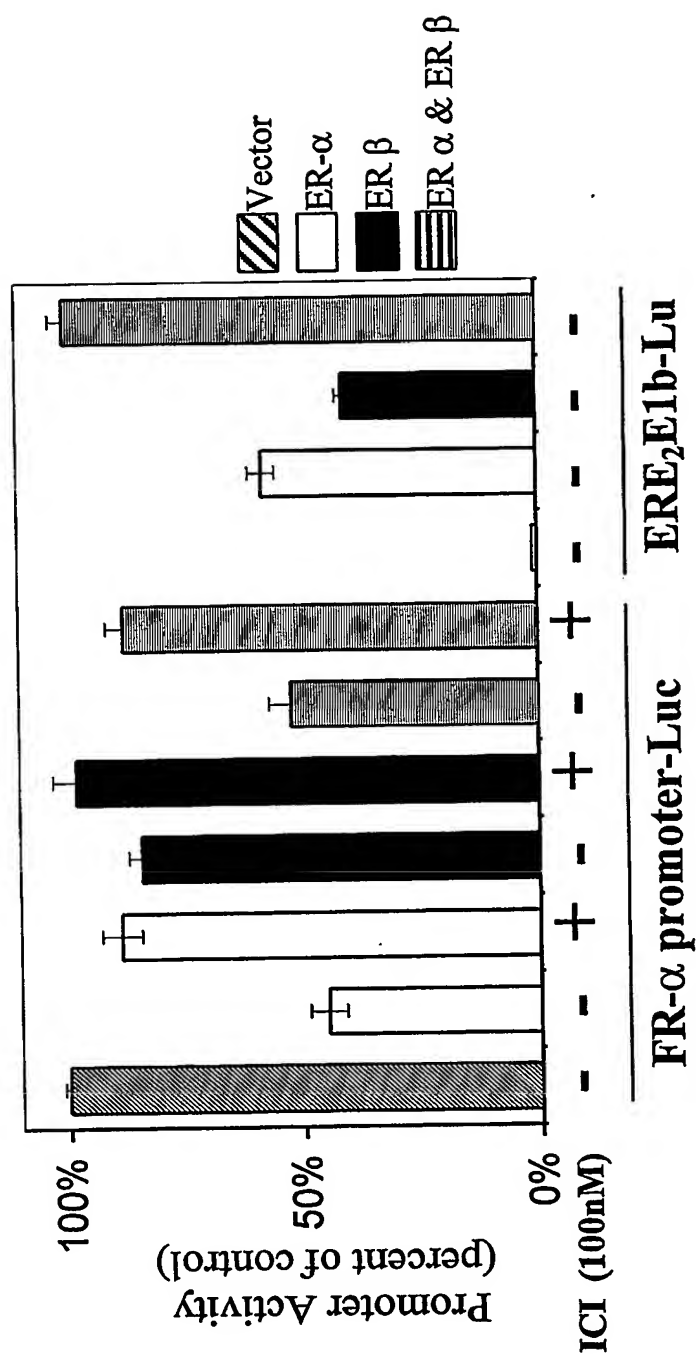
## Consensus ERE probe

**Fig. 7D**

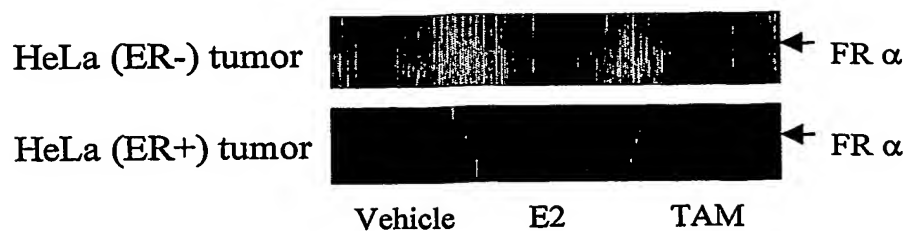
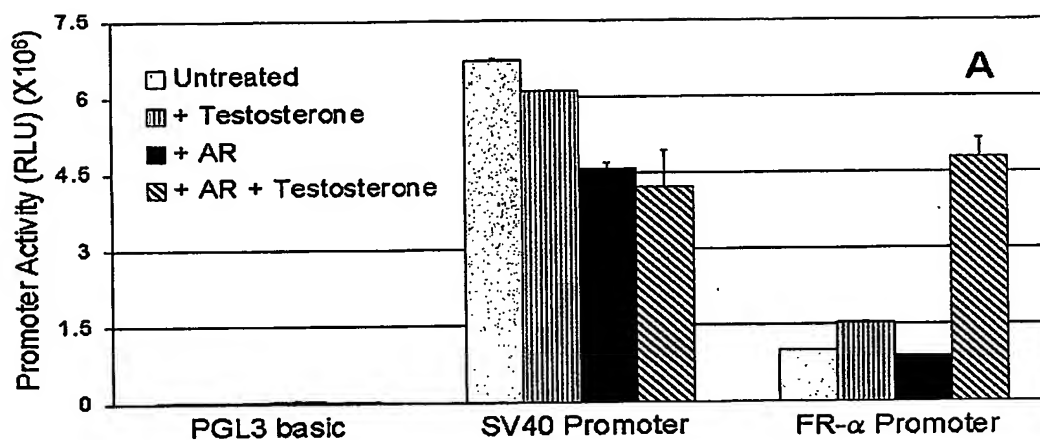
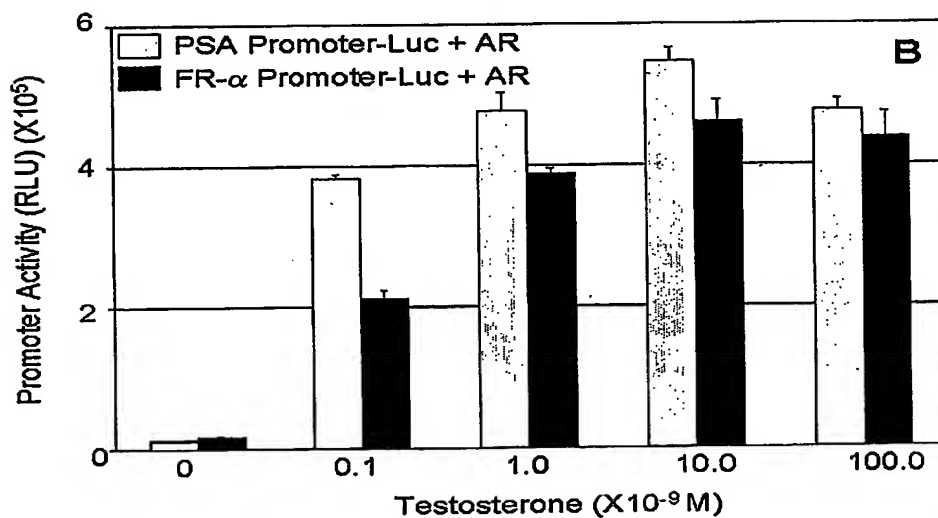
FR- $\alpha$  probe  
-89nt to -50nt

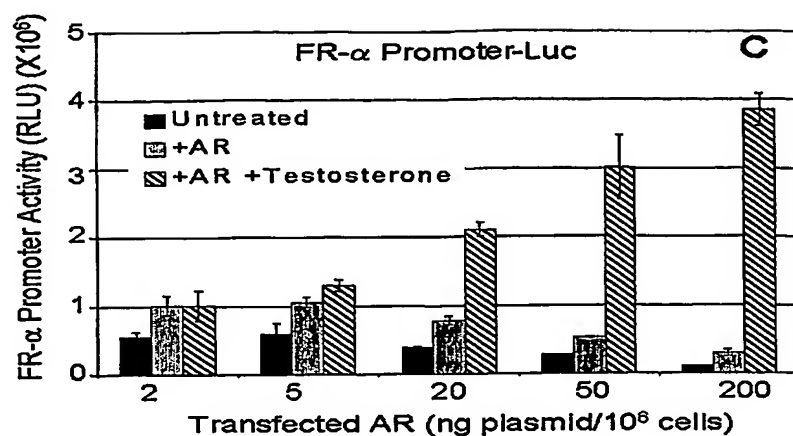
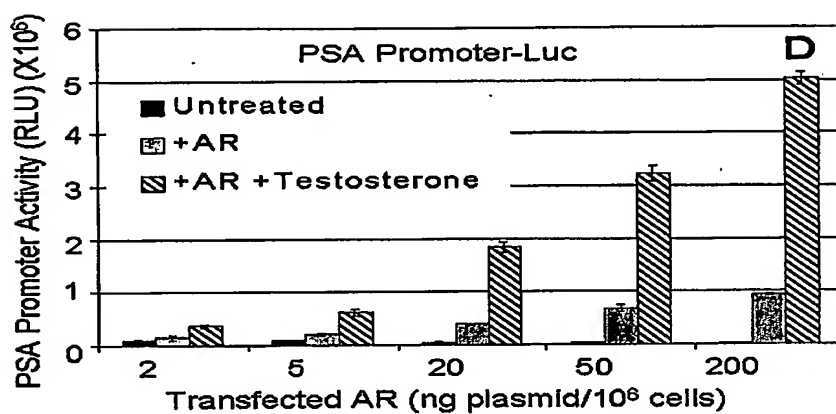
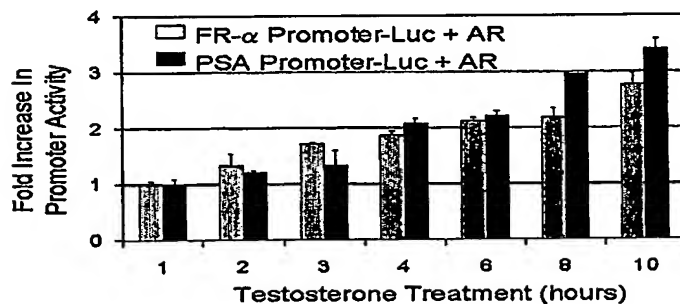
**Fig. 7C**





8  
Fib

**Fig. 9****Fig. 10A****Fig. 10B**

**Fig. 10C****Fig. 10D****Fig. 11**

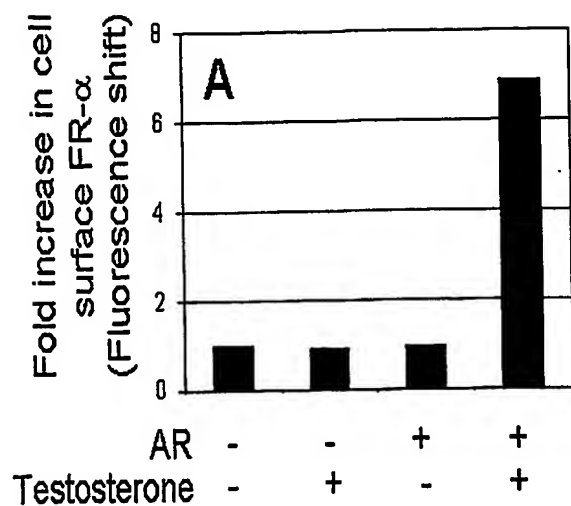


Fig. 12A

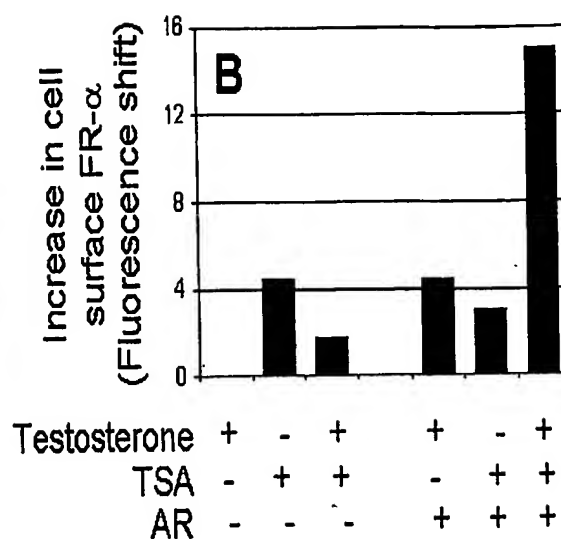


Fig. 12B

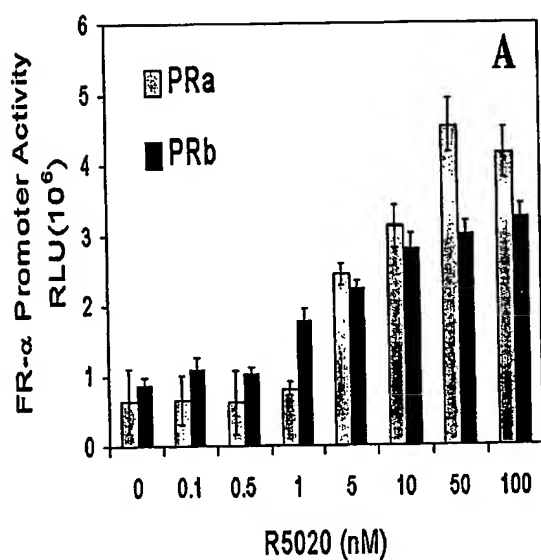


Fig. 13A

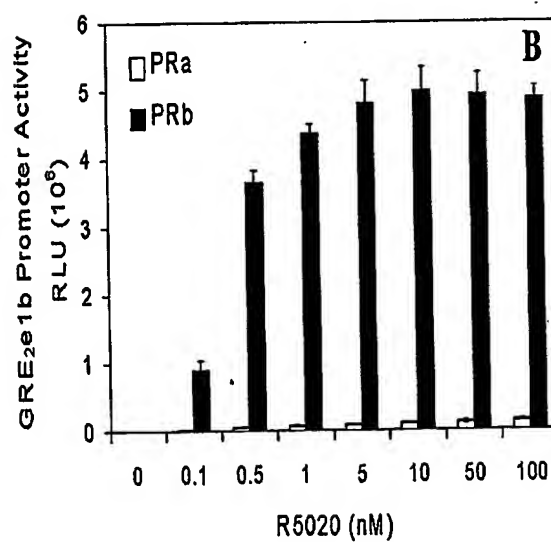


Fig. 13B

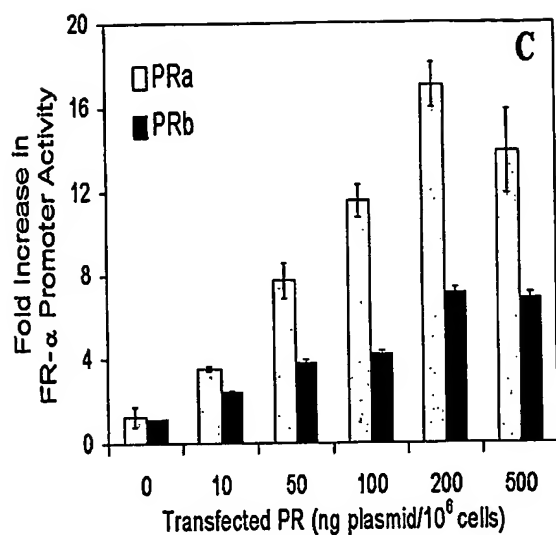


Fig. 13C

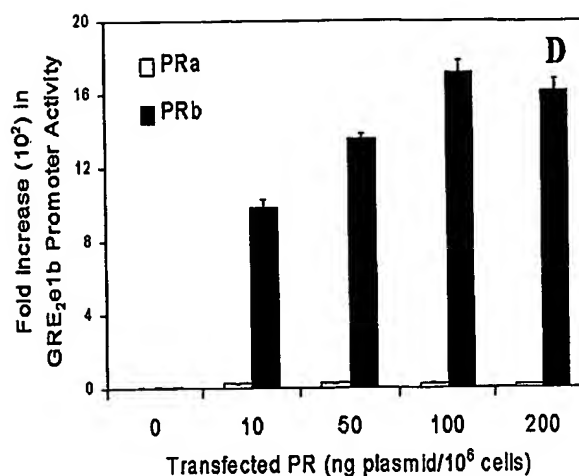


Fig. 13D

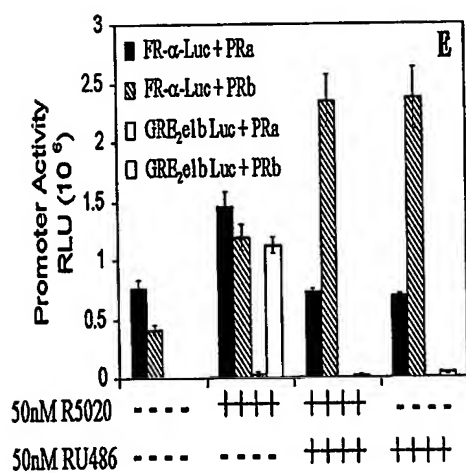


Fig. 13E

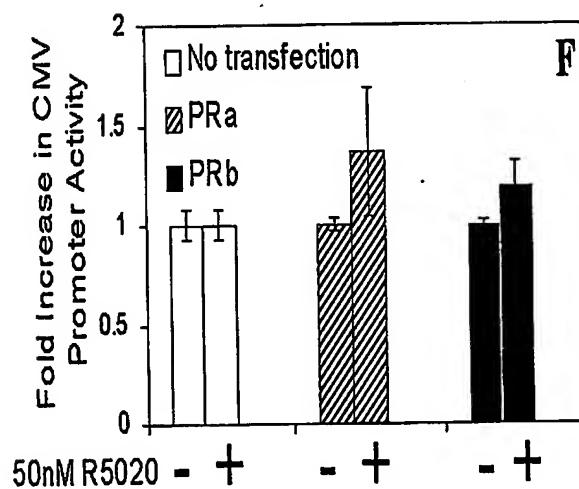
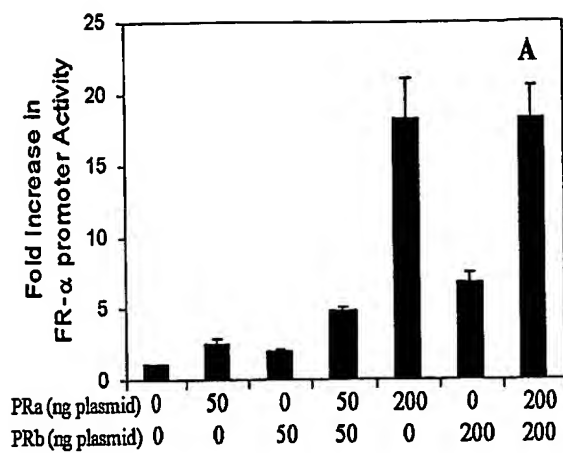
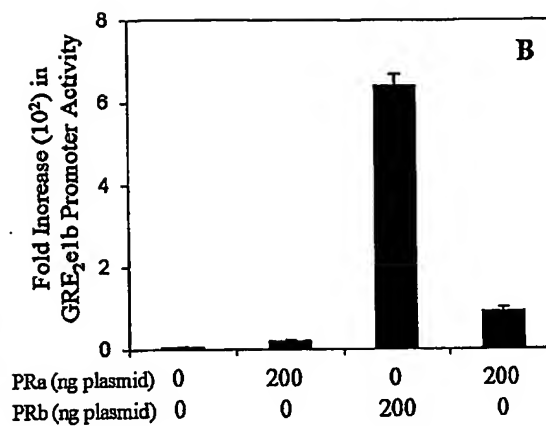
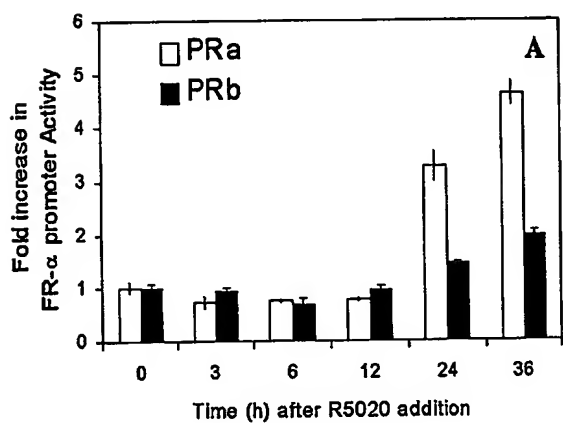
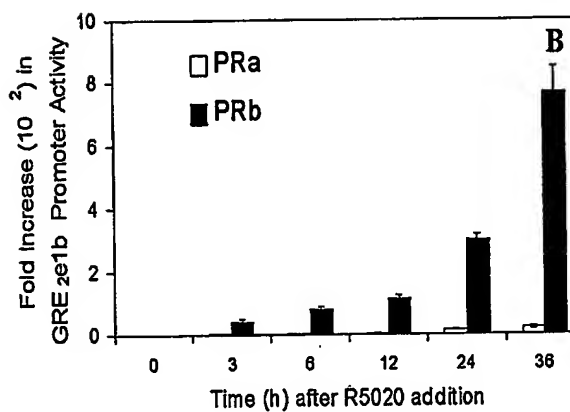


Fig. 13F

**Fig. 14A****Fig. 14B****Fig. 15A****Fig. 15B**

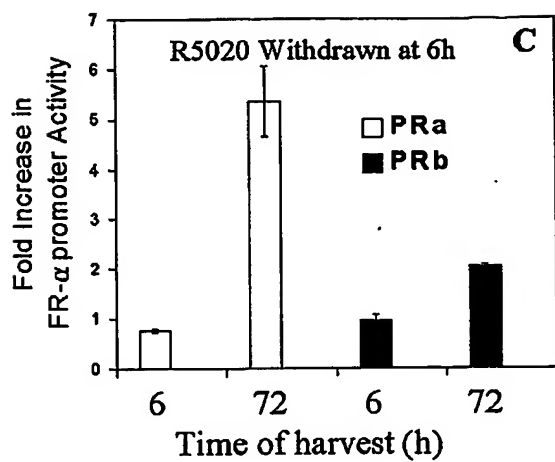


Fig. 15C

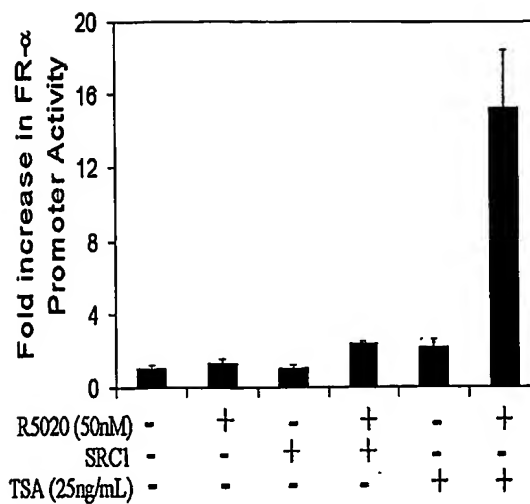


Fig. 16

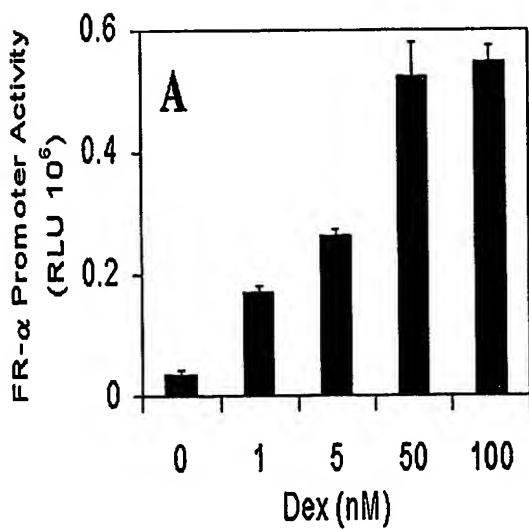


Fig. 17A

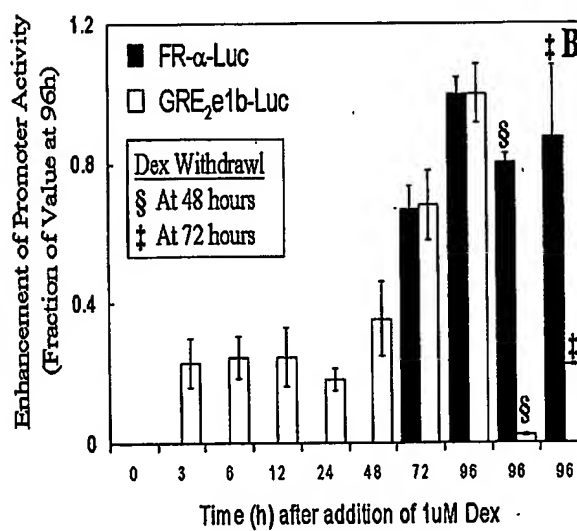


Fig. 17B

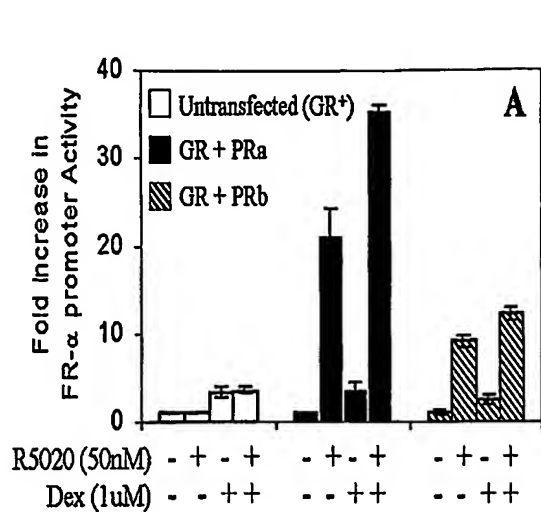


Fig. 18A

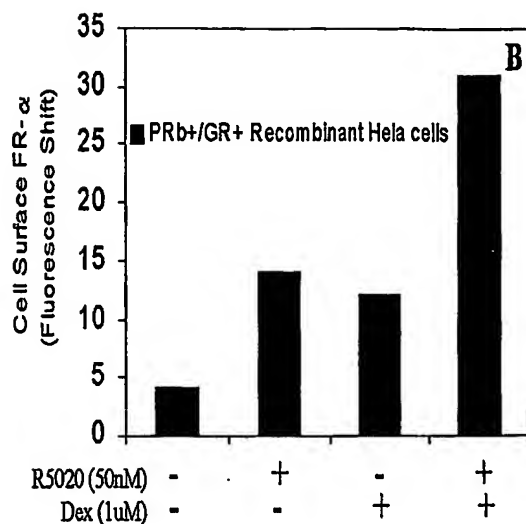


Fig. 18B

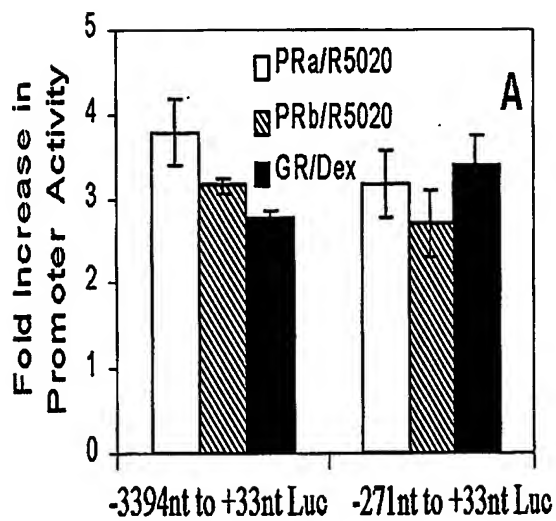


Fig. 19A

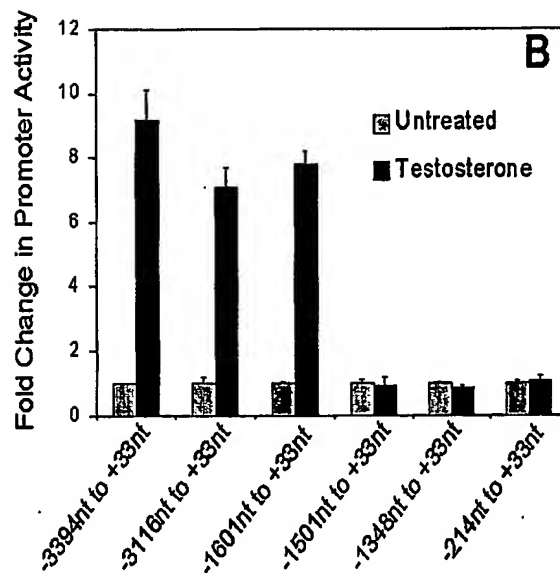
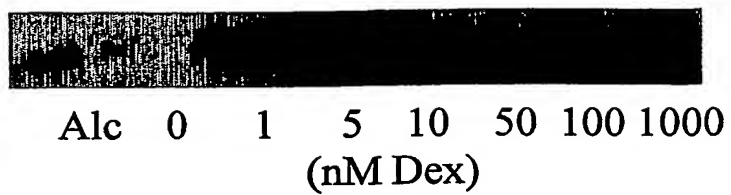
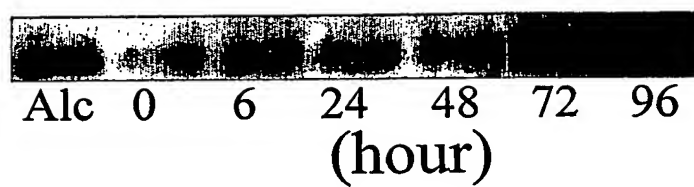
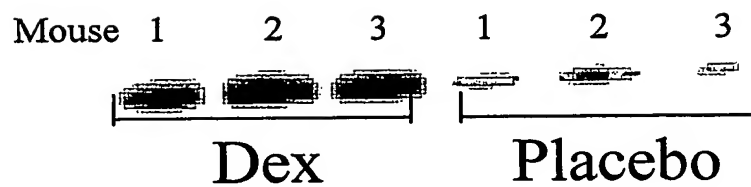


Fig. 19B



**Fig. 20A****Fig. 20B****Fig. 20C**